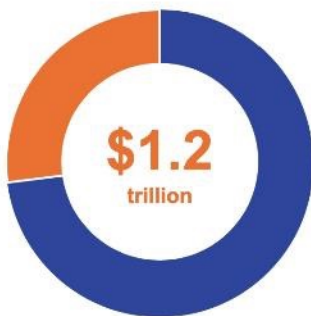


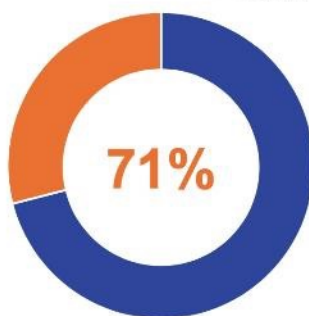
# 5 THINGS TO KNOW ABOUT THE EUROPEAN ACCESSIBILITY ACT 2025

1. **Accessibility is now law:** The European Accessibility Act (Directive 2019/882) requires businesses to make their products and services accessible to persons with disabilities. Similar to GDPR, the provisions will also apply to any businesses that trade in the EU.
2. **It impacts a wide range of products and services:** This includes digital products like computers, smartphones, and websites and services like banking, transport ticketing, and emergency services.
3. **The deadline is fast approaching:** The Act becomes effective June 28, 2025.
4. **There are benefits to compliance:** Universal design provides accessibility for all communities not just people with disabilities. Plus, it costs much less to plan for accessibility early in product development rather than paying the costs of fines, litigation and product fixes after the fact.
5. **Enforcement is in place:** Customers can file complaints if businesses don't comply with the Act.

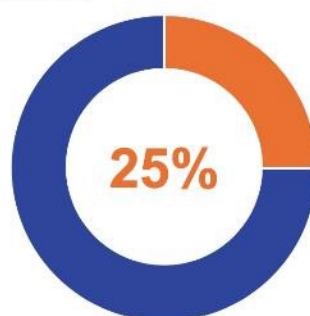
## Key Reasons Accessibility is Important to Your Business



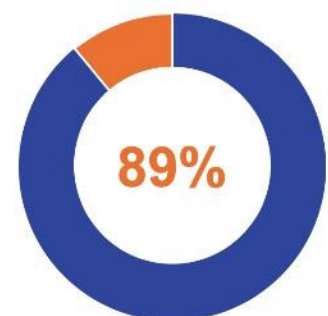
combined annual disposable income of people with disabilities



of users with disabilities will leave a website if it is not accessible. Resulting in estimated \$23.5 billion per year in loss of revenue



Increase in market share by incorporating inclusive design



of respondents with disabilities stated that they are more likely to make a purchase from an accessible website

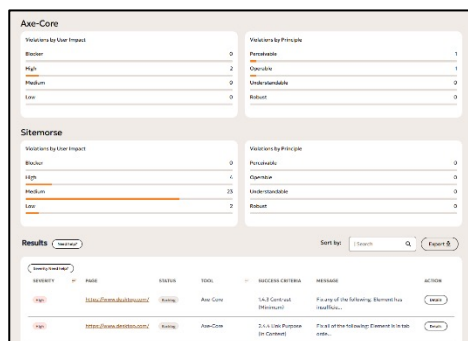
## Action Items

1. **Review EAA:** Familiarize yourself with the specific requirements of the European Accessibility Act and how they apply to your business. Our team of experts can help your business achieve compliance and position you for new opportunities with underserved audiences.
2. **Engage a Proven Digital Accessibility Approach**
  - **Discovery:** We collaborate to gain understanding of your digital assets, budget, and timeline to achieve tangible results in compliance and expand market share.
  - **Implementation Plan:** Identify order of digital assets to address and methods to address each. Define Objectives, Create Timeline Allocate resources.
  - **Critical Point:** We'll show you why Audits and Remediation are not created equal! If not approached accurately you will end up right back where you started.

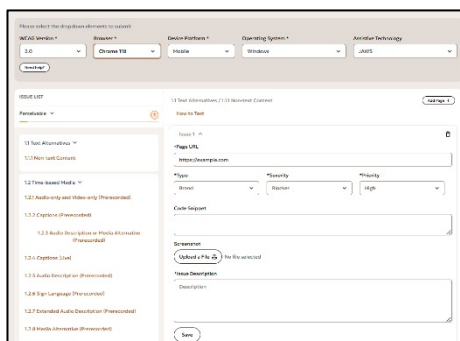
# Solution Snapshot

From our comprehensive auditing to testing with users and remediation of your websites, apps, and documents, we have your digital accessibility needs covered to position you for success.

## Automated audit



## Manual audit tool / service



## UX testing with Disabled Users



# Tangible Results

- **Stress-Free Compliance:** We handle the complexities of the Act so you can focus on your core business.
- **Future-Proof Solutions:** We collaborate with you to build accessibility into your company across products and services from the ground up to operations and more, ensuring long-term compliance and market expansion.
- **New Market Opportunities:** Digital Accessibility is more than a compliance checkbox. By addressing it, in a correct manner, we position you to attract an ignored market opportunity to grow your bottom line.

# Contact Us

Yana Beranek

Mark Pound

Market Specific



IPSOS UX,  
Global Head of UX



CurbCutOS,  
CEO